

Productivity Fuels Collective Growth

“Objection Doctor, after running an analysis of our customer database, we have discovered that repeat business is not meeting our expectations. Could you recommend strategies to align our dealership with the goal of creating customers for life?”

Find out More...

Dr. Axel Wheeler

SIMPLY GET ON AND STAY ON A HEALTHY DAILY CHECKLIST, JUST LIKE THE ONE BELOW.

Every Day:

- Arrive at the dealership 30 minutes early.
- Check your attitude.
- Dress like a professional.

Conduct a good morning dealership walk through:

- Say "hello" to the service writers and see if they have any customer issues, potential VSC referrals, or \$\$ R.O.'s to share with clients.
- Conduct a 10 minute "Daily F&I Rally" with the sales staff, to check status on the delivery times & pending deals.
- Allow time for educating the sales staff on the best ways to promote the ownership experience.
- Check with the office staff on the status of unfunded deals.
- Check in with GSM, GM, and/or Dealer and report the previous days' sales, grosses & \$\$PVR. Also discuss the status of your monthly goals and plans to hit targets.
- Check the sales rep's office areas for compliance with Safeguard Rules.

Before the end of the day:

- Complete the mandatory checklist and review with the GSM, GM and/or Dealer for signature. (email if necessary)
- Make sure all credit applications have been submitted and all the delivery paperwork has been submitted to the lenders and turned in to the office for funding.
- Update your to-do list and write down priorities for tomorrow.

In your office and showroom:

- Check emails and follow up with clients.
- Walk the showroom as time permits throughout the day & listen for opportunities to involve yourself in the sales process.
- Demonstrate your desire to speak with each and every customer at any time.
- Work closely with the Sales Managers in-store to maximize profit on each deal.
- Check the delivery schedule and make sure units are being prepped for on time deliveries.
- Post informative F&I related content on dealership social media channels.
- Stay up to date on current factory rates & rebate programs.
- Skill building exercises in investigative questions, conversational selling, presentation and closing.
- Conduct one-on-ones with sales reps as needed, to ensure quality promotion of financial service department and the overall ownership experience.
- Hold Sales Manager and Sales Reps accountable for demonstration of the environmental chemical package benefits with the customer, prior to presenting the deals to F&I Manager.
- Coach sales reps on quality turnover F&I Manager.
- Be available to conduct financial services-related exit interviews with every customer before they leave the dealership. Strict adherence to this policy is a must.



Developing a solid routine that is filled with productive activities will not only keep you sharp, but bring others around you up as well!

